

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein                          Art Unit : 3622  
Serial No. : 10/748,681                          Examiner : William A. Brandenburg  
Filed : December 31, 2003                          Conf. No. : 1968  
Title : SYSTEM AND METHOD FOR ENABLING AN ADVERTISEMENT TO  
         FOLLOW THE USER TO ADDITIONAL WEB PAGES

**Mail Stop RCE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO FINAL OFFICE ACTION OF JULY 22, 2010, AND  
INTERVIEW SUMMARY, FILED WITH A REQUEST FOR CONTINUED EXAMINATION

Please amend the above-identified application as follows: